

Promotional Partners

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Second Chances for Players Boost Lottery Sales

The Lottery has been a creative force in developing innovative second-chance promotions.



Lottery Director Buddy Roogow talks to Bernie Lucas of Clear Channel Radio.

Players currently have four chances to win – the second time around – with *Ancient Treasures*, *\$20 Million Mania*, *Pump It Up*, and *Pick 3 Bonus Match Up*. The promotions include mail-in opportunities for second-chance drawings and random coupons issued with certain ticket purchases.

Players have responded well to current promotions so far. Gail Pelovitz, Drawings Manager for Special Projects for the Lottery reported, "The first drawing for *\$20 Million Mania* brought in over 53,000 entries alone." Let your audience know, there is still time to participate in these second-chance drawings.

Lottery Advertising Reaches Viewers During High-Profile Programming

The New Year started off with the launch of *Multi-Match* and *\$20 Million Mania*. These games were introduced through marketing campaigns that effectively reached the Lottery's core demographic segment of 25 to 54 year-olds. The most notable television commercials ran during specialty programming like Super Bowl XL. Lottery ads (below) were also viewed during the 2006 Grammy awards show and the 2006 Winter Olympics. Thanks to strong showings, we reached an estimated 3.3 million Marylanders and increased sales for each of the new products.



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Maryland Lottery Promotes National Problem Gambling Awareness Week

The Maryland Lottery joined forces with the National Council on Problem Gambling to support *National Problem Gambling Awareness Week*. The week, which ran from March 6th through March 13th, focused on creating awareness of problem gambling and identified resources available to help individuals affected by this important public health problem.

Lotteries and retailers across the nation promoted a variety of problem gambling services including websites and hotlines for the National Council on Problem Gambling, Gamblers Anonymous, Gam-Anon, and NASPL. "We recognize that problem gambling exists and actively support efforts to minimize gambling-related problems throughout the country," said Lottery Director Buddy Roogow.

The Maryland Lottery promotes responsible play by designing games that are fun and modestly priced forms of entertainment. Its core marketing message, *Let Yourself Play*, stresses the value of having fun rather than winning and reminds players to exercise caution when playing.

WNAV-AM Promotes \$20 Million Mania & Ancient Treasures

WNAV-AM joined the Lottery in March at the annual Gumbo Competition held at the Lowes Annapolis Hotel. People from across the state gathered to sample some of the best gumbo and play the *\$20 Million Mania* game. Lottery representatives Roslyn Nelson and Joe Brittian hosted the event that featured many winners. WNAV-AM also helped sponsor the *Ancient Treasures* promotion at Annapolis Mall in mid-March. Listeners qualified throughout the week to play the *Ancient Treasures* game and win cool prizes like an *Ancient Treasures* Prize Pack. Mall-goers enjoyed the Egyptian theme at the Lottery booth.

Photos of the
Mardi Gras
event
(top &
bottom left)
and the
Annapolis
Mall
event
(top &
bottom right)



Scratch-Offs Pump Up Revenue



Scratch-offs continue to be a sales leader for the Maryland Lottery. Ranging in price from \$1 to \$20, scratch-off games are frequently reinvented and refreshed to encourage player fun and generate increased revenue for the State.

While higher priced tickets with larger payoffs can fuel new player interest, lower priced tickets keep players coming back. To maximize lower priced scratch-off sales and reward loyal players, the Maryland Lottery recently introduced an exciting new *Pump It Up* promotion.

Designed to ease the gas crunch for Marylanders, the *Pump It Up* program enables players to send in \$5 worth of non-winning \$1 and/or \$2 scratch-off tickets for the chance to win one of 200 BP or Shell pre-paid gas cards. "With gas prices lingering near an all-time high, we think this quick and easy-to-implement program will really capture player attention," said Lottery Director Buddy Roogow.

To reinforce the driving theme and reach players in their cars, the promotion was supported with radio spots that ran during traffic reports.

New Scratch-Off Games



Top Prize: \$25,000



Top Prize: \$100,000



Top Prize: \$50,000



Top Prize: \$1,000



Top Prize: \$10,000

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BJ's Banter

Spring is here and that means more exciting promotions and events from the Lottery. We rekindled some relationships at the Promotional Partners Luncheon at Dave & Busters in late March. Everyone had a great time! More than fifty people attended the event, including Larry Young of WOLB-AM, Marianne Fianu of CBS Radio and Samuel Tatum, Jr. of WKYS-FM.

The *Ancient Treasures* game and promotion was the theme of the afternoon. Let your listeners know that the deadline is April 28th to collect all four symbols, win \$500 and have a chance to compete on the *Ancient Treasures* game show in June.

Special thanks to the partners who continue to promote the *Ancient Treasures* game. Clear Channel Radio (Michael Kurtz), WHUR (Colon Johnson/Carroll Hynson, Jr.) and 98 Rock (Mickey and Amelia) are just some of the stations. Make sure you take a look at our special events calendar at www.mdlottery.com and team up with us at any of the events. Thanks so much everyone and see you out and about.



Gabrielle Abiera & Steve Rouse, hosts of the *Ancient Treasures* Game Show



Collect 4 different symbols
win \$500 bonus prize &
a chance to win \$1,000,000
on a televised event.



Promo Partners luncheon held at Dave & Busters